



SeaWeb

Leading Voices for a Healthy Ocean

Rewarding Sustainability in the Seafood Marketplace

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Marine Fisheries Advisory Committee

Silver Spring, MD



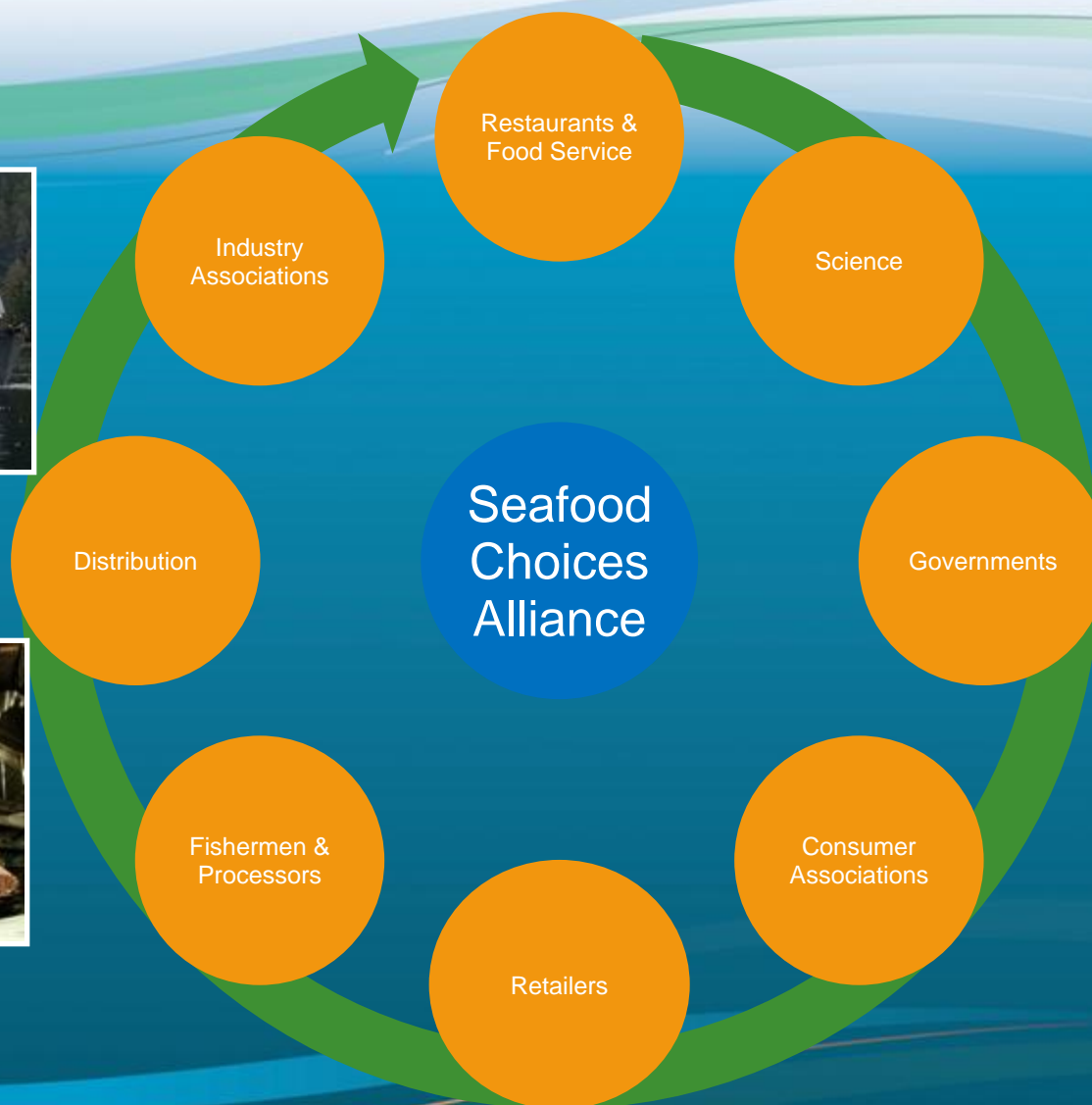
SeaWeb uses the science of communications to fundamentally shift the way people interact with the ocean.
www.seaweb.org



Seafood Choices, a program of SeaWeb, connects a global network of leading voices across the international seafood industry, to create a dynamic place for dialogue and collaborative action.
www.seafoodchoices.org



Bringing a Pragmatic and Visionary Voice



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The Sustainable Seafood Marketplace

- Development of a robust marketplace utilizing a variety of tools and opportunities to promote better fisheries management:
 - Certification
 - FIPs
 - NGO/Industry partnerships
 - CSFs and direct marketing
 - Regional labeling and promotion programs (GMRI, ASMI)
 - Seafood rating cards and systems (MBA, BOI), and
 - Data sources/websites (FishWatch)

Who are the assurance schemes for?

- ✓ **FOR THE PROCESSOR;** labels, schemes and certification provide the Buyer with specific, guaranteed, information about the product's source and the way it was produced.
- ✓ **FOR THE BUYER;** makes purchasing 'safer for the corporate buyer; safeguarding brand and reputation
- ✓ **FOR THE CONSUMER;** reassures the consumer, and makes their 'ethical purchasing choice' easier
- ✓ **FOR THE PRODUCER;** can help provide access to markets, better or more guaranteed prices - as well as helping safeguard the local environment and improve social conditions

Coordination, Coordination, Coordination

- Calls for coordination:
 - Among certification programs
 - With other tools such as FIPs
 - Between marketplace efforts and government/regulatory efforts
 - Within benchmarking efforts
 - About how to reach new geographies and new markets
 - When using certification to meet conservation goals

Creating Value in the Marketplace: Where certification fits in?

Certification allows for independent assurance of practice; environmental, social, organic, welfare, or other

- Marine Stewardship Council
- Aquaculture Certification Council/GAA
- Aquaculture Stewardship Council



Fairtrade



Organic



Different Labels for Different Assurances

Business to Business: Compliance, regulation; reassuring Buyers of a minimum standard of governance



GLOBALGAP

Business to Consumers: May look at specific set of criteria such as animal welfare or fair trade



Building Relationships to Move Sustainable Product



NOAA's Role:

- Providing increasingly better access to information
- Data gathering
- Enabling the marketplace to recognize sustainable practices.
- Leading the international community by promoting better data gathering by governments and making that data publicly available.

Challenges

- **Branding & Communication**
- **Aquaculture & Wild caught species**
- **Financing of Certification and Accessibility of products**
- **The Human/Social Element**

Credibility Elements

Clear Objectives and Scope: The social, environmental and economic objectives and scope of a standard are clearly defined.

Transparency: Information about how a standards system operates and how to engage with the standards system is made easily available.

Multi-stakeholder: Standards are developed through a process that includes a reasonable balance of appropriate representation in discussion and decision-making.

Relevant, Measurable, Objective Criteria: Requirements in the standard contribute explicitly and consistently to the objectives that the standard is seeking to achieve.

Local Applicability and Global Consistency: Standards are relevant for the specific socio-economic and ecological contexts in which they are applied, while achieving consistent results across different contexts.



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Credibility Elements

Impartiality and Independence of Verification: Verification of compliance with a standard is objective and the auditor and audit process are not unduly influenced in their assessments or decision-making.

Consistency of Verification Results: Assessment for standards compliance by different auditors or through different audit processes achieves the same results.

Accessibility: A standards system does not unduly discriminate against interested parties on the basis of cost, or restrictions on access.

Traceability: Where a standards system includes claims related to the origin of a product, the product can be traced back to certified operations.



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Credibility Elements

Accurate Claims: Claims made about the effectiveness of the program or social or environmental impacts that derive from the purchase of a product or service are accurate and do not overstate the results.

Complaints and Appeals: Mechanisms are in place that provide stakeholders with recourse where they feel their position or point of view has not been adequately taken into account.

Learning and Continual Improvement: The effectiveness of the standards system in achieving its stated objectives is assessed and the learning is integrated into the system.

Other Resources/Perspectives:

- Jason Clay , World Wildlife Fund
- Tom Pickerel, Monterey Bay Aquarium
- Michael Tlusty , New England Aquarium
- Bill Dimento, High Liner Foods
- Phil Gibson, Safeway
- The Conservation Alliance
- Rubpert Howes, Marine Stewardship Council
- Wally Stevens, GAA BAP
- Chris Ninnes, Aquaculture Stewardship Council
- Ned Daly, SeaWeb

Thank you.